



**KAINUU**

# COLOURFUL KAINUU



Comprising nine municipalities, each with their own individual characters, Kainuu forms a colourful, united region of unspoilt nature, rich culture and history, a wide range of activities, modern services and cutting-edge know-how in a number of different sectors.



The winds of change have been blowing in Kainuu for several years now and the outlook for the future is bright. Unemployment, for example, has fallen dramatically and faith in the improving economy is strong.

Sizable investments in industry and tourism in the region, hand in hand with internationalisation, are fostering solid trust in a successful future for Kainuu among locals and non-locals alike.

The size of Belgium, today Kainuu is home to almost 81,000 Finns. Although its population is far from huge, there is more

to the region than you might expect, and something to see, hear, taste, smell or experience every season of the year.

Kainuu's excellent connections to other parts of Finland and its location in the geographical centre of the country are natural success factors. The region is dissected by the E5 main road and trains from south to north and back again run through the region several times a day. Southern Finland can be reached in about an hour at its fastest, and Europe too is never far away, thanks to Oulu Airport and its smooth connecting flights. The Finnish-Russian border crossing at Vartiuss-Lytta is approximately an hour's drive from Kajaani.



Strong traditions have placed Kainuu on a firm footing for success in the 21st century with creative innovation taking old ingredients and turning them into products for today.

The symbols chosen for the region are heather, the Siberian jay, the European smelt and Greenschist rock, reminding the people of Kainuu that it is nature that is at the heart of the region's individual identity, its strength



A REGION ON A HUMAN SCALE

# DRAWING STRENGTH FROM WORKING TOGETHER



Kainuu is known as a region on a human scale in which the different municipalities work closely together. Following a trial of regional administration from 2005 to 2012, a regional approach is now continuing, particularly in the form of the Social and Healthcare Division which runs combined social and healthcare services in the region.

Kainuu's Social and Healthcare Division produces almost all the social and health services for seven municipalities and is known as a trailblazer nationwide. Nowhere else in Finland has combined basic healthcare, specialist healthcare and social services into as closely knit an entity. The Social and Healthcare Division also produces IT services at

regional level as well as other common support services. It is the largest employer in the region, employing approximately 3,200 people.

Kainuu Regional Council promotes the interests of the region and is responsible for regional development. The municipalities also co-operate on waste management and jointly organise their emergency services. Kainuu is also home to the only region-wide development company in Finland, Kainuun Etu Oy, owned by the municipalities.

Kajaani's further education institution provides vocational further education across the region and in Kuusamo,

as well as upper secondary education in Kajaani. Higher education is provided by Kajaani University of Applied Sciences, which has earned a nationwide reputation for its expertise in computer gaming development.

In recent years Kainuu has gained recognition for preventing social exclusion by providing further education for almost all young people in Kainuu – either in upper secondary schools or in vocational colleges. Some years have seen every single school-leaver gaining a place in further education. No-one has fallen through the safety net and where necessary young people have been practically taken to school from the doorstep.

# EDUCATION

Kainuu offers study and training opportunities for vocational further education as well as academic higher education. In its many schools and institutes, Kainuu trains an expert workforce for the needs of the region's companies and businesses.



[Kajaani University of Applied Sciences](#) provides high-quality education, and research, development and innovation services in the welfare, technology, business and tourism sectors. This study is then applied in practice at the INNOVA Centre for Innovation and Entrepreneurship, whose students come together to learn the ins and outs of starting a business.

[AIKOPA](#) is a joint service unit run by the Kajaani University of Applied Sciences and the University of Oulu's Kajaani University Consortium and provides adult and continuing education. AIKOPA offers education, development, expertise and research services, at higher education level, that meet the needs of Finnish and international businesses. Kajaani University Consortium carries out research and education and furthers the efficient transfer of research results to businesses and those responsible for the region's development



policy. Its particular areas of expertise are adult education, biotechnology, sports technology, measurement technology and IT sciences as well as education and research in the humanities and social sciences.

Vocational further education is provided by [Kainuu Vocational College \(KAO\)](#). KAO is actively involved in regional development work, anticipating the skills needs of businesses. Approximately 2,600 young people and adults are trained in basic vocational skills at KAO every year. Approximately 5,000 adults are engaged in other adult education, approximately 500 of whom on apprenticeships. The expertise trained in the fertile soil of Kainuu is in demand in Finland and abroad.

[Kainuu has seven upper secondary schools](#), which provide young people with sound capabilities for further study.



Kajaani upper secondary school's music and art streams and Sotkamo secondary school's sports stream add to the strengths of upper secondary school provision. Kajaani upper secondary school is one of the largest in Finland while Sotkamo's sports-oriented upper secondary school nurtures the sporting talent of the future.

# BUSINESSES

Renforsin Ranta is a business park in Kajaani, located in the former premises of UPM's Kajaani mill. Named after the locally influential 19th century industrialist Herman Renfors, the area offers strong regional co-operation and turnkey, versatile infrastructure, serving as a growth platform for companies looking to expand.



Renforsin Ranta lies on the shore of Lake Oulujärvi on the Kajaaninjoki river, only a kilometre away from Kajaani city centre. With its coherent look, this new dynamic business environment has been built on the land and premises of the former paper mill. The renovation work has individually tailored the premises to suit new businesses.

The physical transformation of the area from a paper mill to a business park is a huge process which will take years to complete. In planning the development of the area we are seeking to take into account the needs of entrepreneurs, future land zoning visions, logistical solutions and the develop-

ment needs of the surrounding city. The major tasks in these initial years have been dismantling the paper mill machinery, work to alter the infrastructure of the business area, and converting the factory into new business premises. Renforsin Ranta has approximately 120,000 m<sup>2</sup> of premises to let, approximately half of which is rented at the moment.

The business area is particularly well suited to industrial end-users due to its abundant and heavy-weight infrastructure. The versatile logistical structure of the area offers solutions for road and rail transport. A good supply of industrial utilities is another positive factor for industry locating to the area.



There is a lavish supply of electricity, steam and water while the area's electricity grid enables electricity distribution at competitive prices.

Selling space at the Renforsin Ranta site is a long-term project. One strategic target area is growing companies, especially in the industrial production sectors. The area is well-suited to energy-intensive industries, such as the further processing of mining industry products and businesses that exploit Kainuu's timber reserves. Due to the high electricity supply capacity our sales work has recently been concentrated on IT data centres.

# ICT AND ELECTRONICS

The roots of Kainuu's ICT and electronics industry lie deep in the timber processing industry, out of which has come cutting-edge know-how in the forestry and instrumentation sectors.



Transtech Oy is a long-established railway rolling stock manufacturer whose latest product development work saw it secure the contract for new trams for Helsinki and new train carriages for the Finnish railway company VR Group.

CSC IT Center for Science Ltd's latest supercomputer for the Renforsin Ranta business area represents a new dawn for the ICT sector in Kainuu, where the new supercomputer centre with its cloud services will be located. This rapid growth is supported by training in the sector initiated by Kajaani Univer-

sity of Applied Sciences. Development of the gaming sector and training in the field has also led to the creation of new businesses in the gaming industry.

Know-how in instrumentation is concentrated on measuring the properties of liquids, virtual exercise environments, ski equipment testing and online measurement of the functions of vehicles and construction machinery. Innovation is founded on close co-operation between the University of Oulu and Kajaani University of Applied Sciences and the companies concerned.



## Sunit Oy

Sunit provides services and products for in-vehicle computers used in road and rail vehicles and in machinery. The products are designed to be permanently installed in accordance with international legislation and requirements, and emphasise the special requirements of telematics and the driver's working environment.

Sunit offers its customers services that help to optimise vehicle economy and the environmental impact of vehicles.

The environment is an important element for Sunit and its products and their manufacturing technology fulfil even the most stringent environmental criteria. Sunit's products also offer an opportunity for environmentally-friendly transportation and traffic analysis.

Sunit's main customer groups are government agencies, heavy transport and urban service traffic logistics, public transport, earthmoving and the mining sector as well as agriculture and forestry.

# NATURAL RESOURCES

Kainuu is rich in natural resources. The forestry industry has a long tradition in the Kainuu economy. The mining industry is a growth sector in Finland and in Kainuu too, home to the modern Talvivaara mine.



## Talvivaara

Talvivaara Mining Company Plc. is an internationally significant base metals producer with its primary focus on nickel and zinc using bioheapleaching technology. The Talvivaara deposits comprise one of the largest known nickel sulphide resources in Europe and are estimated to be sufficient to support production for several decades.

Responsibility is a central part of everything Talvivaara does and the company is seeking to become a trailblazer in responsible mining.

Talvivaara is the most significant industrial employer in the Kainuu economic area. At the end of June 2012 the company employed a total of 505 people, 80 per cent of whom were from Kainuu. Several hundred contractors also work daily in the Talvivaara mine in more or less permanent roles.



## Sotkamo Silver

When the earlier mining concession for the Taivaljärvi silver mine expired in 2005, Sotkamo Silver applied for and was granted an exploration permit for the area and in 2006 founded a company to carry out this work. The history of the Taivaljärvi silver mine dates back to 1980 when researchers from the University of Oulu discovered silver on the shores of Lake Taivaljärvi. Research core drilling revealed that the silver deposit of the mine extends at least 1,000 metres below the surface.

In March 2009 Sotkamo Silver Oy applied for a mining concession from the Ministry of Employment and the Economy for the Taivaljärvi ore deposit. A mining concession was granted in April 2011.

The company has now announced that the mine will be opened towards the end of 2014.

## Mondo Minerals

Mondo Minerals is a mining company specialising in talc production and is the world's second largest talc producer.

The competitive advantage of the talc from Sotkamo is its even quality. Although the quality of the ore varies slightly, Mondo Minerals is able to produce products with a consistent quality. This has been achieved by investing in the manufacturing process as it is important to customers that products remain consistent from one year to the next.

Mondo Minerals employs a total of 135 people in Sotkamo.

# WOOD & FOREST

Kainuu has always made its living from wood. The forest industry was what put bread on the table in many Kainuu homes. Today the region has moved from the sawmill and paper mill industries producing raw materials to processing wood to create finished products. Kainuu will earn its livelihood from wood on into the future too, just now in a more processed form.



Woodpolis

The Woodpolis training factory provides training in the wood sector for educational institutions and companies. Company training is carried out at the Woodpolis factory using real industrial machinery suited to the needs of the customer and using the customer company's own products. The training factory covers areas including 3D design, computer assisted design and production, timber finger-jointing, timber drying, surface treatments, planing and blade technology and maintenance and training in robotics. Training provided by Woodpolis raises skills levels to meet the challenges and opportunities of modern timber construction.



Woodpolis' product design business partners are mainly companies in the timber sector from Kainuu. This high-quality, high-density raw material, combined with excellent know-how and reliability, forms a sound base for developing operations. Since its inception, Woodpolis has carried out several timber building projects with tens of companies.

The focus of product development is on innovations in timber construction, structural design, carbon neutral building solutions and business models. One partner is Aalto University, with which Woodpolis has been working for several years.



Kainu

Pine grows best in the bare, silent and beautiful Kainuu landscape. In the past, it has brought prosperity to the region, processed into tar, paper or building timber. Today this wood from Kainuu has taken on a new guise, transformed in the hands of local furniture experts into the coherently designed KAINU collection. Wood is an organic material and the furniture adds warmth and comfort to the interior design of homes and public spaces alike.

A new tree is planted for every tree felled, keeping a weather eye on the future. This is why a pine cone, representing continuity, has been selected as the symbol of the range. The product names used in the collection reflect the Kainuu way of life and its landscape. Versatility and a sense of fun have a strong presence in the products. KAINU combines practicality and aesthetics in an attractive, consistent and uniquely Finnish collection.

# TOURISM

Kainuu is packed with experiences all the year round. The countryside and nature in its many varied forms offer a huge range of opportunities. Large predators, fresh pine forests, clear rivers and lakes, the last wildernesses of Europe, varied activities and a wealth of things to do, unique history and traditions, clearly distinct seasons and something for everyone all year round are Kainuu's trump cards.



Nine different municipalities go to make up Kainuu: Hyrynsalmi, Kajaani, Kuhmo, Paltamo, Puolanka, Ristijärvi, Sotkamo, Suomussalmi and Vaala. Today they are known for their tourist centres, activities and events. Sotkamo boasts the international holiday resort of Vuokatti, while Hyrynsalmi is home to the Swamp Soccer and Snow Soccer world championships. Paltamo has the most beautiful golf course in Finland and Lake Oulujärvi, known as the Sea of Kainuu, offers a wide range of recreation options. The landmark of Puolanka is the stunning Paljakka hill with its impressive ski slopes, while the unpolluted coniferous forests of Kuhmo and Suomussalmi and the clear rivers and lakes form the Kainuu Taiga, with a Europe-wide reputation.

The experience sector in Kainuu is developing fast and across Kainuu accommodation capacity is being increased to meet the needs of tourism. Kainuu's tourism areas, Vuokatti, Ukko-halla and Paljakka, the Wild Taiga area in Kuhmo-Suomussalmi, and the Lake Oulujärvi area are all working together to make the region more international and to increase the numbers of foreign tourists.

The challenge for the future and the starting point for development work in the experience industry is productising the provision on offer to create exciting experience packages tailored to tourists. In addition to tourism, the experience sector also includes culture and sports.



# CULTURE

Theatre, Poetry Week, Kuhmo Chamber Music Festival, Sommeo Folk Music Festival, dance events, concerts, festivals... What all these events have in common is the bold Kainuu approach, doing things in a new way yet respecting tradition.



## Kuhmo Chamber Music Festival

Since 1970 the festival has been an essential part of the summer scene in Kuhmo. Two weeks in the middle of July are dedicated to chamber music when thousands of music-lovers set their sights on Kuhmo. The whole town is alive with the sound of music. The backdrop is Lake Lammasjärvi, virtually lapping at the walls of the concert venues, and the amazing, transparent light of the north.

Over its 40-year history, the Kuhmo Chamber Music Festival has risen to become the leading music festival of its kind. The most prestigious chamber musicians perform at Kuhmo, with the music courses held as part of the festival fostering the talent of new musicians, year after year. Measured by the number of concert-goers, Kuhmo is the largest chamber music event in Finland, and in terms of ticket sales, it ranks among the top ten top-selling festivals for the Finland Festivals chain.



## Teatteri Retikka

Teatteri Retikka is a predominantly amateur theatre company performing original theatre in Suomussalmi all year round. Every year sees three to four productions. A new theatre was built in 2010, linked to the Kiannon Kuohut spa hotel by a walkway.

In addition to its regular programme of performances, Teatteri Retikka also offers a varied range of productions for hire. The raked auditorium seats 186.

Teatteri Retikka's key attraction, the Kaunisniemi 1,600 seat open-air summer theatre in Suomussalmi, attracts some 8,000 theatre-goers every year. It specialises in the works of local playwright Eero Schroderus which take the Kainuu way of life as their theme and are performed nationwide.



# LOCAL FOOD

The people of Kainuu have always valued traditional, straightforward and great-tasting food where pure ingredients from nature come into their own.



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Strong-tasting game, delicious fish, and a rich variety of berries and mushrooms have always enjoyed a well-earned place on the dining tables of Kainuu. These ingredients are used to create everyday meals and skilfully created special dishes. Traditional Finnish squeaky cheese, a Kainuu speciality, is served warm either with cloudberry jam or on its own.

Different breads and bakery products are the highlight of the region's food culture. Pekka Heikkinen's rye bread baked in a wood-burning oven and Kuhmo's famous Rönttönen sweet

pies are known throughout Finland. The reputation of the area as a bread-making region is also boosted by the pies and rye pasties baked here.

The success of Kainuu's food businesses is founded on the purity of its ingredients. Greater appreciation of good food has also increased know-how in the food sector. The region is home to several food businesses, which produce or process natural ingredients for consumers or for local restaurants.

High-quality restaurants serving delicious food and local small food businesses producing delicious products have become one of the attractions of the region's tourism industry.



# EXERCISE AND WELLBEING

Amid the hectic pace of modern life people are increasingly seeking a break from the hustle and bustle to relax, exercise and enjoy a bit of pampering.



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In Kainuu, wellbeing for body and mind can be gained from the great outdoors – from the clean air, clear rivers and lakes, airy forests, the changing seasons, the wildlife and plants.

The demand for various wellbeing services is on the increase in Kainuu as it is elsewhere, and the outlook for growth for the region's services is favourable. This demand has increased with our aging population.

As the market has matured, in parallel with modern treatment

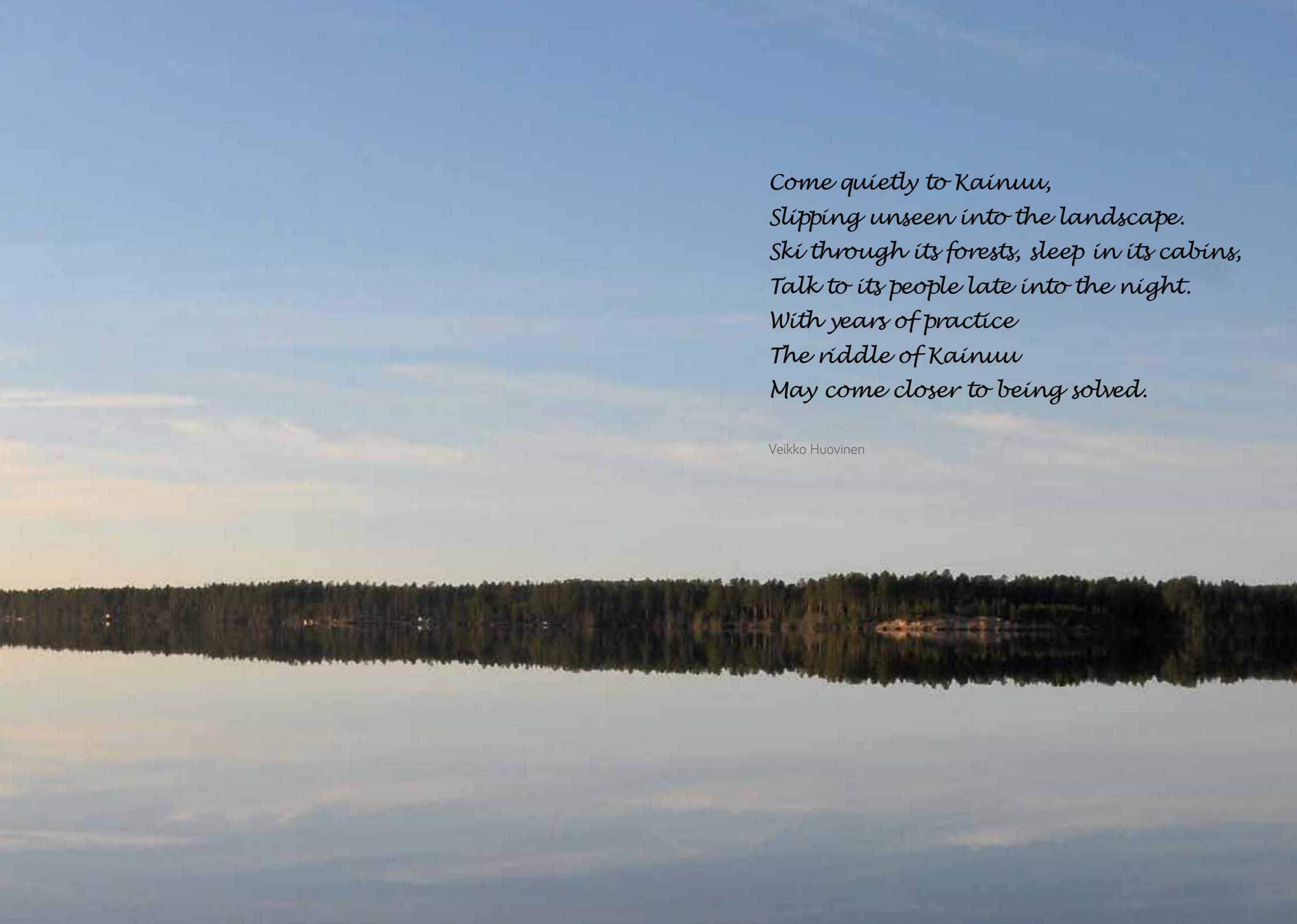
and pampering services, wellbeing treatments that have their roots in old Kainuu traditions are also now being offered. Sauna rituals and ceremonies harking back thousands of years bring a hint of the past to today's spa treatments with steam baths, different types of pools and hot tubs, as well as baths utilising the healing properties of plants.

Many famous sporting events are held in Kainuu. The best known include Kainuu Orienteering Week and pesäpallo (Finnish baseball) games played by local team Sotkamon Jymy.

Growing older is not a problem in Kainuu but a positive challenge which has been met by developing varied exercise and wellbeing services for Kainuu's older population.







*Come quietly to Kainuu,  
Slipping unseen into the landscape.  
Ski through its forests, sleep in its cabins,  
Talk to its people late into the night.  
With years of practice  
The riddle of Kainuu  
May come closer to being solved.*

Veikko Huovinen



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